

Illustration by: Jason HoehnSponsor: Jason Snape

Unless

In celebration of nearly 200 countries signing the Paris Climate Deal in December 2015, designer, Jason Hoehn creates *Unless*. This 12" x 18" poster is concentrating on elements of type, using hierarchy, multimedia, and relief. Inspired by Dr. Seuss's "The Lorax" the artist brings the quote to life. Typeface, *Rockwell*, was selected due to its imprint and earthy carved-like qualities, and *Goudy Old Style-Bold* was chosen for its 18th century Americana assets. A tree round is nailed to the top half of the poster filled with detailed wood burning asserting the word "Unless". A hatchet mark is struck from the top down to the central letter, "L" to build tension. The continuing quote spirals beneath the wood round and is sized based on tone and importance. Completing the statement is a horizontally hatched "It's Not." that illustrates neglected responsibility.

Understanding this piece begins with current issues on climate change. There is a certain bluntness to this piece that demonstrates a notion of cause and effect. Wood that is burned, hatched, and nailed, displays the carelessness society is guilty of. This reoccurring use of the word "You/U" openly expresses where the problem lies. However, to shine some light on this seemingly discouraged piece, optimism and hope hold power in the initial hatch mark.

Maintaining the environment is an obligation for humanity as a whole and not something that should be taken lightly. This piece should serve as a reminder to do your part in making the planet a healthier one.



SOMEONE LIKE
YOU
CARES
A WHOLE AWFUL LOT,
NOTHING
IS GOING TO GET BETTER.

IT'S NOT.

Illustration by: Jason Hoch

- Dr. Seuss